

WHAT IS CLAIMED IS:

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1. A system for analyzing and monitoring internet traffic, comprising:
  - a relational database;
  - a log engine that processes log files received from at least one internet server and stores data processed from the log files in the relational database; and
  - a report engine that generates reports based on the processed data stored in the relational database.
2. The system of claim 1, wherein the relational database comprises a plurality of hash tables.
3. The system of claim 1, wherein the plurality of tables comprise:
  - a visitor table that stores traffic information generated by a visitor to an internet site hosted by the at least one internet server; and
  - a plurality of data tables, wherein each data table stores records related to a respective parameter.

4. The system of claim 3, wherein the visitor table comprises at least one pointer to at least one record stored in at least one of the data tables.

5. The system of claim 3, wherein the respective parameters comprise:

domain names from which the visitor originated; and

web browsers used by the visitor; and

other internet sites that referred the visitor to the internet site.

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